



SEAMLESS COMMUNICATION

Net X Direct Routing

Cost effective and feature rich Zoom
Call Routing



Innovate the way your company communicates with our cutting-edge NetX Direct Routing solution. By leveraging our market leading NetX SIP, you can seamlessly integrate with Zoom and make and receive calls on any device. It comes with a range of value-added applications that can be enabled, providing further business benefits. Businesses can efficiently connect SIP with BYOC (Bring Your Own Carrier) vendors, with our range of Direct Routing solutions. With this creative solution, your business can take communication to the next level and unlock new opportunities for growth and success.

What is Direct Routing into Zoom?

Direct Routing is a method of delivering digital calls through Zoom, or additional equipment. Britannic's NetX service provides the connection to inbound and outbound business grade calling through large scale, resilient cloud SBC (session border controller) technology, which ensures automatic continuation of service should a problem occur, underpinning our market leading 99.999% uptime guarantees.

Customers benefit from advanced features, data and call routing management. Calls are routed through centralised SIP trunks which are much more efficient, cost effective, scalable and resilient connection type than PSTN (Analogue) or ISDN lines. Users can make and receive calls on any device using Zoom, whether physical telephones connected to Zoom as a telephony platform, or the Zoom software client.

This feature facilitates a more streamlined and efficient communication system with users managing their calls using their existing phone numbers, which can be ported into the service along with adding new ones, as required. NetX offers advanced call features, such as dynamic call routing and advanced analytics, which can further enhance business productivity and efficiency. It is an ideal solution for the ISDN switch off.

More insights and control

Britannic's market leading NetX, a carrier grade SIP exchange platform, has been created from the ground up, with the vision to empower customers with self-serve.

It stands out from the other solutions available in the market due to its powerful, easy to use portal, which provides advanced analytical capabilities, customisable dashboards and configurable widgets, role-based access, queries and report scheduling, flexible call routing to support Business Continuity Planning and feature management. We use the latest security methodologies to ensure that all calls are fully encrypted.

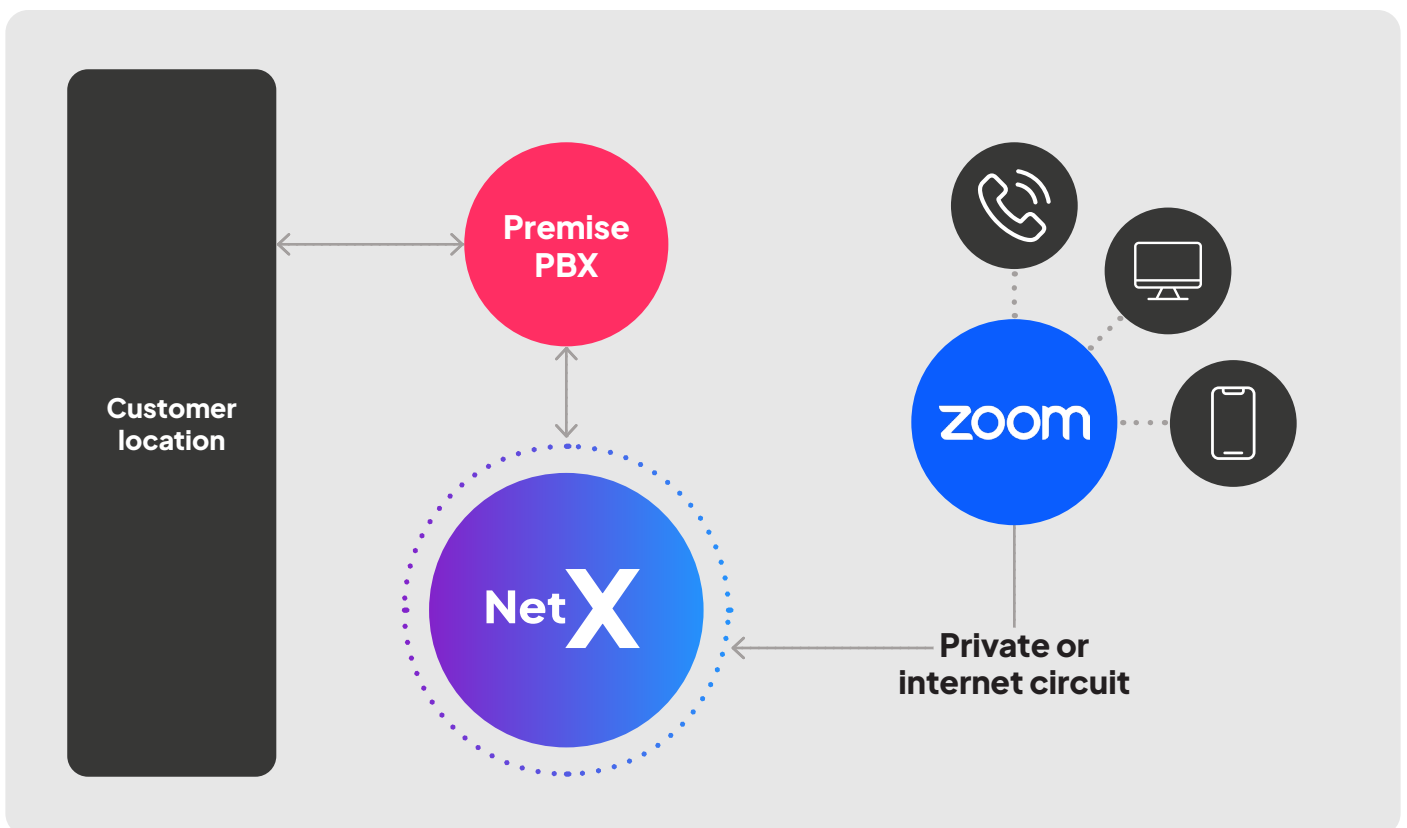
Whether you need to extract key call metrics to present to your department, configure new routing plans, or blacklist a number, you are in control. The portal will provide your business with more flexibility and transparency into your call services than ever before.



Deliver unmatched connectivity and clarity with NetX Direct Routing with Zoom Phone

Zoom is a fully featured cloud phone system designed with security, reliability, scalability and centralised management. Zoom phone was built from the ground up to seamlessly integrate with the Zoom Collaboration platform to deliver a feature-rich Unified Communications as a Service (UCaaS) user experience. Zoom Phone offers various deployment options providing your business with the flexibility to migrate and deploy the platform in a manner that best suits your requirements.

Utilising our NetX Direct Routing service, partnered with Zoom Phone BYOC (Bring Your Own Carrier) feature, customers have the flexibility to retain their current NetX SIP service by redirecting existing voice circuits to the Zoom Phone cloud. This unique capability allows customers to enjoy all the benefits and features of Zoom Phone whilst retaining NetX DDI numbers and calling rates with Britannic.



Get the most out of your NetX Direct Routing environment

Reliability

With 99.999% reliability you can have confidence that your calls will get through.

Cost effective

Reduce the cost of handling calls by optimising the routing of calls, improving the overall productivity of agents, and minimising customer wait times.

Increased flexibility

Enjoy the flexibility of Zoom for internal and external communication, including making and receiving phone calls.

Improved collaboration

Experience a more streamlined and efficient communication process, leading to enhanced collaboration and productivity.

Enhanced scalability

Scale your communication solutions as per your evolving needs, making it an ideal solution if you are growing or expanding.

Guaranteed quality of service

Your customers deserve the highest level of service available. NetX Direct Routing comes with reliability, resilience of architecture, MoS, quality and clarity of speech.

Advanced analytics

Easily and quickly uncover trends and patterns with our state-of-the-art technology. Gain valuable insights that can help you make informed decisions and stay ahead of the competition.

Prevention of financial losses

Our toll fraud prevention software helps detect and prevent unauthorised and fraudulent use of communication services.

“Britannic, our esteemed supplier, has truly exemplified brilliance in their approach to enhancing unified communications. By seamlessly integrating Microsoft Teams with our Mitel PBX system through NetX Direct Routing, they have orchestrated a symphony of connectivity. This innovative partnership has not only streamlined communication across Peabody’s organization but has also ushered in a new era of flexibility and efficiency, enabling us to harness the full potential of modern collaboration tools while reaping the benefits of enhanced productivity and unified teamwork.”

Chris Hartley, Infrastructure Manager
Peabody Housing Association

Talk to the solutions people.

Britannic are award-winning specialists in business communications, systems integration, digital transformation and managed services. Their leading technical expertise and consultative approach have helped UK businesses to digitally transform their contact centres, customer experience, and communications with innovative technologies and services such as: Conversational AI, Workflow and Process Automation, Omni-channel communications, Interaction Analytics, Next Generation Networks and SIP Routing, UCaaS, CCaaS, and Video Interaction Management, to increase efficiencies, personalise interactions, introduce automation and reduce costs.

Book a demo with a member of our team today!

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